

Confidential

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ABSTRACT

The present invention provides a method of downloading Internet advertisement, comprising steps of: downloading
5 an Internet advertisement in a manner substantially unnoticeable to a user who browses a web page; after said Internet advertisement is completely downloaded, playing said Internet advertisement to said user. According to the present invention, large scale Internet advertisements
10 are downloaded in a manner substantially unnoticeable to the user, and the user's browsing activities are not affected. More ways of expression become feasible in producing Internet advertisements to achieve the same effects as traditional TV advertisements.